

# CALL POST

OHIO'S BLACK NEWSPAPER

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## IN OUR OPINION

### Channel 19, a new choice

**L**ast week, Channel 19 News embarked on a new venture that should be recognized by our community. Due in part to the efforts of Dennis Thatcher, Vice President and General Manager of WOIO/WUAB, Clevelanders have been given an unprecedented opportunity to enjoy diversity both in front of and behind the camera with the advent of the Channel 19 and 43 news combination.

In front of the camera, Channel 19 anchor Emmett Miller joins co-anchor Denise Dufala at 6:00 and 11:00 pm, complimenting the already successful tandem of Romona

Robinson and Jack Marschall on the Channel 43 news at 10:00pm. In the mornings, Maria Winfield, also a new addition, brings Clevelanders morning news updates.

Channel 19's diversification has also taken place behind the camera, with several key appointments, like those of respected news veteran George Yarbrough as News Assignment Manager, and Allyson Hunter as Producer.

It is important that those who make such marked efforts to diversify their organizations receive recognition and support from the Black community. If their efforts go largely unnoticed, others will be less likely to follow suit.



CURRENT LMAs (as of March, 1995)

Market		Brokered Station			Brokering Station			Other (e.g., Start-up; financial distress; minority- owned)	Other Stations in Market	Status
Rank	City	Channel/Call Letters	Licensee	Affiliation	Channel/Call Letters	Licensee	Affiliation			
8	Dallas	39/KXTX	KXTX Inc.	IND	5/KDAS	LJB	NBC	Financial distress		
8	Dallas	27/KDFI	Dallas Media Investors	IND	4/KDFW	Argyle Comm. (New World)	CBS (Fox as of 7/1/95)			
11	Atlanta	36/WATL	Quincy Jones	IND	46/WEWS	Tribune	CBS	Facilitated affiliation switch		
13	Cleveland	43/WMAZ	Cornell Comm.	IND	19/WOIO	Hairite Comm.	CBS	Facilitated affiliation switch		
17	Pittsburgh	22/WPTT	WPTT, Inc.	IND	53/WPGH	Sinclair Broadcast Group	Fox			
19	Phoenix	61/KASU		IND	3/KTVK	Media America Corp.	IND			
21	Sacramento- Stockton	56/KSCH	GE Capital Corp/ Pegasus Broadcast	IND	3/KCRA	Kelly Broad- casting Co.	NBC			
22	Orlando- Daytona Beach	27/WZLX	Reece Assoc. Ltd.	IND	9/WFTV	Cox	ABC	CP; pending		
23	Baltimore	54/WMLW	Abry Comm.	IND	45/WBFF	Sinclair Broadcast Group	Fox			

Market		Brokered Station			Brokering Station			Other (e.g., Start-up; financial distress; minority-owned)	Other Stations in Market	Status
Rank	City	Channel/Call Letters	Licensee	Affiliation	Channel/Call Letters	Licensee	Affiliation			
24	Indianapolis	12/20	Video Ohio	IND	13/WTMR	Diapach Broadcast Group	NBC	Pending; low power?		
26	Hartford-New Haven	20/WTXH	Counterpoint Comm.	IND	30/WTIT	Viacom	NBC			
26	Hartford-New Haven	59/WTU	E-WTV	WB	8/WTNH	LIN	ABC	Start-up		
28	Charlotte	15/WFTV	Family 55 Inc.	IND	44/WJZY	Capital Broadcast Co.	IND			
29	Milwaukee	18/WTTV	Baylord Broadcast Co.	IND	24/WISN	Sinclair Broadcast Group	IND			
32	Dayton-Durham	20/WABC	BlueCarlin	NBC	22/WLFL	Sinclair Broadcast Group	Fox			
32	Dayton-Durham	50/WACN	Grant Cotton	IND	5/WJAL	Capital Broadcast Co.	CBS	CP; pending		
34	Columbus, Ohio	53/WABO	Fant Broadcast- ing of Ohio	WB	4/WJWM	Duclac Comm.	NBC			
38	Grand Rapids	41/WDTV	LCR Comm. Inc.	ABC	8/WJBO	LIN	NBC	Financial distress		
39	San Antonio	35/KSAT	Paramount Stations Group	IND	29/KSAB	River City Broadcast- ing	Fox			

Market		Brokered Station			Brokering Station			Other (e.g., Start-up; financial distress; minority- owned)	Other Stations in Market	Status
Rank	City	Channel/Call Letters	Licensee	Affiliation	Channel/Call Letters	Licensee	Affiliation			
40	Norfolk	43/WBVT	Summit Communica- tions	WB	10/WAVY	LIN	NBC	Start-up		
41	New Orleans	26/WNOA	Quincy Jones Broadcast- ing	Fox	26/WNOA	Tribune Broadcast- ing	IND	Minority-owned		
42	Memphis	38/WLMT	TV Marketing Group of Tenn.	IND	24/WPTT	Clear Channel Television	Fox			
45	West Palm Beach	34/WTVX	Krypton Broadcast- ing Corp.	IND	25/WPBF	Paxon Broadcast- ing	ABC			
48	Greensboro-W. Pt.-V. Sim	48/WGCT	Bullford Broadcast- ing Corp.	IND	45/WWRM	Act 111 Broadcast- ing	Fox	Financial distress		
49	Albuquerque	7/KASY		IND	13/KRQE	Lee Enterprises	CBS			
50	Louisville	58/WLTE	Kentuckiana Broadcast- ing	PAR	41/WDRB	Blade Comm.	Fox			
51	Birmingham	17/WDBB 44/WBAL	Mercury Carnell	Fox	21/WTTD	Abry	Fox	quasi- satellites?		
55	Jacksonville	47/WJFT	Krypton Broadcast- ing Corp.	IND	30/WJWS	Clear Channel Television	Fox			

Market		Brokered Station			Brokering Station			Other (e.g., Start-up; financial distress; minority-owned)	Other Stations in Market	Status
Rank	City	Channel/Call Letters	Licensee	Affiliation	Channel/Call Letters	Licensee	Affiliation			
57	Fresno-Visalia	43/KRMC	Gray Group	IND	26/KOPH	Baynes Telecasting	Fox			
58	Little Rock-Pine Bluff	38/KAMM	Mercury Broadcast- ing	IND	16/KLRT	Clear Channel Television	Fox			
59	Tulsa	20/KITV	MS Broadcast- ing Inc.	IND	23/KDKI	Clear Channel Television	Fox			
61	Mobile-Pensacola	44/MJTC	Mercury Broadcast- ing Corp.	IND	15/WMH	Clear Channel Television	Fox			
65	Austin	13/KVC	Global Information Tech- nologies	IND	7/KRBC	Argyle Television Holdings	Fox			
65	Austin	54/KDMA	SA Broadcast- ing Inc.	UN	36/KDAM	LIN	NBC	Start-up		
69	Honolulu	5/KRVE	KRVE Joint Venture	IND	13/KHNL	Providence- Journal	Fox (to be NBC)	Financial distress		
70	Green Bay- Appleton	32/WNCZ	Acc TV, Inc.	UN	26/WGBA	Donald Clark	Fox	Start-up		
74	Omaha	KOTD			42/KPTN	Pappas	Fox	Start-up; pending		
81	Tucson	18/KITV	Clear Channel	IND	11/KDRA	Providence Journal	Fox			

Market		Brokered Station			Brokering Station			Other (e.g.: Start-up; financial distress; priority- needed)	Other Stations in Market	Status
Rank	City	Channel/Call Letters	Licensee	Affiliation	Channel/Call Letters	Licensee	Affiliation			
89	Fort Myers- Naples	24/WFTU	Ellis	ABC	20/WFTW	Western	ABC			
91	Johnstown Altamonte	6/WJXP	Evergreen	Fox	23/WJBN	Smith	ABC			
101	Linsdale- Maitland	17/KTVB	Witt	Fox	13/WNCI	CS Fox Broadcast- ing of NE	ABC			
113	Marlingham	KFAS	?	Fox	21/WVED	Associated Broadcast- ers	ABC	Start-up?		
117	Eugene	34/KEUU	Telecasters of Eugene	ABC	34/KLSB	California- Oregon Broadcast- ing	Fox	Start-up?		
127	Florence- Myrtle Beach	21/WAMB	Atlantic Media	ABC	15/WNNE	Diversified	ABC	Start-up		
132	Columbus- Tupelo	27/WAOV	Love Communica- tions	ABC	9/WTVN	WTVN, Inc.	ABC			
134	Duluth- Superior	4/KULB	CS Fox Broadcast- ing of NE	Fox	21/WJBR	Greene	Fox	Start-up; pending		
137	Deerhurst-Port Arthur	29/KZMP	?	Fox	4/KJAC	Southeast Texas Broadcast- ing	ABC	Start-up?		

Market		Brokered Station			Brokering Station			Other (e.g., Start-up; financial distress; minority-owned)	Other Stations in Market	Status
Rank	City	Channel/Call Letters	Licensee	Affiliation	Channel/Call Letters	Licensee	Affiliation			
153	Bismarck/Minnak	17/KDMV 14/WBCY (phone)	Forum Communica- tions	AAC	12/KDWB 13/KDNC (phone)	Reiton Television	CBS			
186	Grand Junction	4/KJAA	Funk	180	5/KDIX	Withers	CBS/NBC	Start-up?		
189	Buena	287	?	?	4/KDLF	KDLF Communica- tions	CBS	Start-up?		
207	Victoria, TX	19/DVCT	KZCT, Inc. (Withers Bld. 117)		25/KDNU	Withers	AAC			





# **The Ten O'Clock News on WUAB (UHF-43)**

## **Ratings Before and After Direct Competition from WJW (VHF-8)**

	<b>Before Direct Competition <u>(Feb '94)</u></b>	<b>After Direct Competition <u>Feb '95</u></b>	<b><u>Percent Change</u></b>
Adults 18-34	3	1	-66%
Adults 18-49	4	2	-50%
Adults 25-54	4	2	-50%

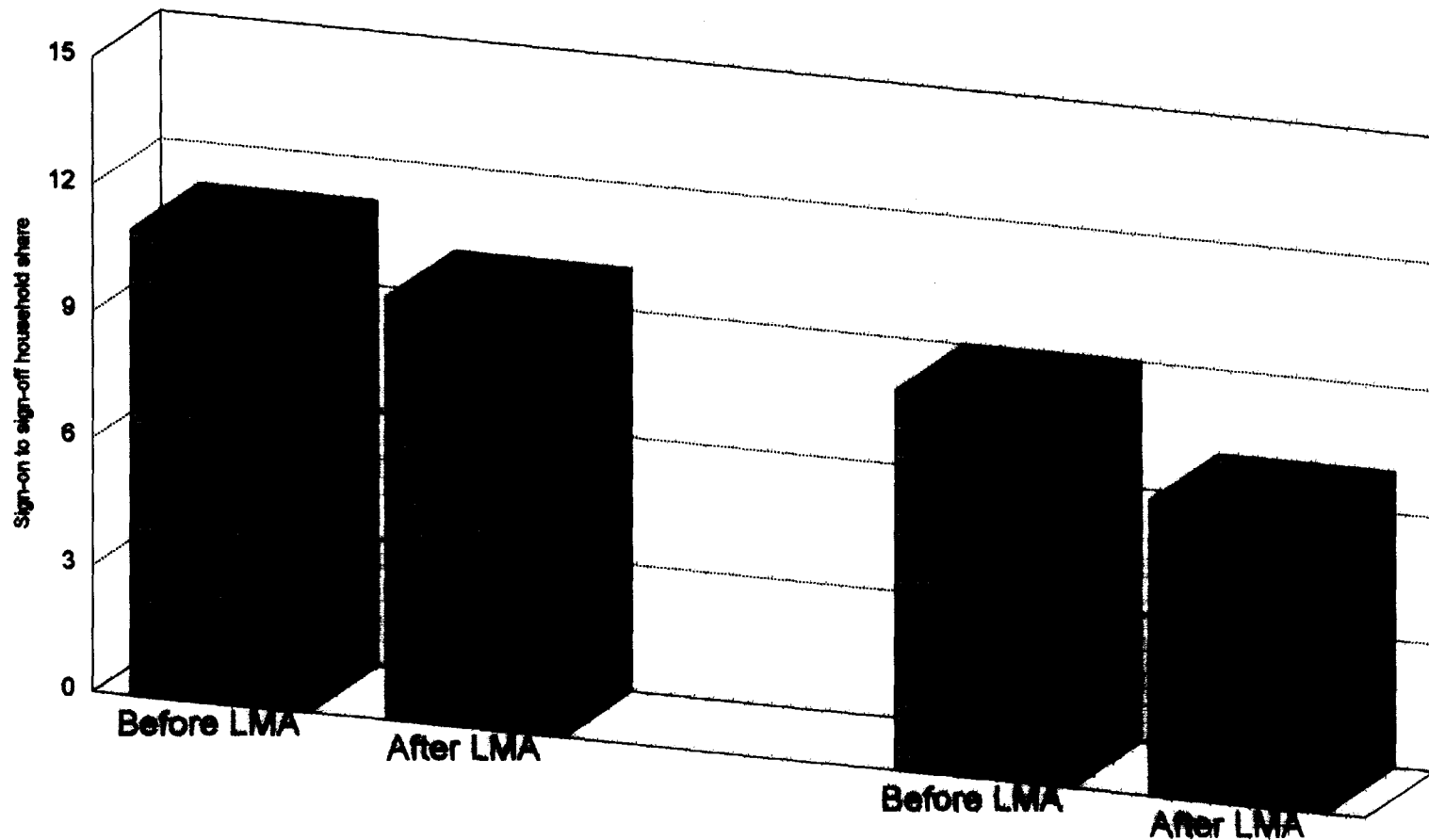
**Note: WUAB had been the only 10PM news in Cleveland since its January 1988 debut. WJW became the second 10PM news with the affiliation switches on September 3, 1994.**

**Sources: Cleveland ARB and NSI ratings.**



# WOIO and WUAB Ratings Before and After the LMA

The UHF disadvantage for WOIO and WUAB remains a permanent hindrance to potential ratings growth. Even with the LMA, ratings have not grown for either station.



Source: NSI Sun-Sat 7a-1a HH share, before LMA is July '94 (last month before LMA), after LMA is Mar '95 (most recent month ratings available)



# **The UHF Disadvantage in Cleveland in Relation to CBS Programming**

**Cleveland CBS affiliate news ratings have dropped significantly since CBS switched from a VHF station (WJW) to a UHF station (WOIO) in September 1994**

	<b>VHF</b> <b>WJW TV-8</b> <b><u>(Feb '94)</u></b>	<b>UHF</b> <b>WOIO TV-19</b> <b><u>(Feb '95)</u></b>	<b><u>Percent</u></b> <b><u>Change</u></b>
<b>6pm news:</b>			
Adults 18-49	8	2	-75%
Adults 25-54	10	2	-80%
<b>630pm news:</b>			
Adults 18-49	5	2	-60%
Adults 25-54	7	2	-71%
<b>11pm news:</b>			
Adults 18-49	10	3	-70%
Adults 25-54	12	3	-75%

Sources: Cleveland ARB and NSI ratings.



# **WOIO and WUAB target different audiences**

**Ages 2-34**

**Ages 35-49**

**Ages 50+**

## **WUAB**

- 66% ages 2-34
- Children's programming
- Young adult programming
- Family-oriented sitcoms
- Youthful UPN/WB prime

## **WOIO**

- 51% ages 50+
- Older-skewing CBS prime
- Older-skewing CBS sports
- Older-skewing CBS soaps
- Older-skewing news



# WOIO and WUAB target different advertisers

Ages 2-34

Ages 35-49

Ages 50+

## WUAB

- **Fast foods:**
  - Burger King
  - Taco Bell
  - Dairy Queen
- **Toys:**
  - Hasbro
  - Tyco
  - Playmate
- **Cereals:**
  - General Mills
  - Kellogg's
  - Ralston-Purina
- **Candies:**
  - Mars
  - Hersheys
  - Wrigley gum
- **Sodas:**
  - Pepsi
  - Coca-Cola
  - Snapple

## WOIO

- **Autos:**
  - Lincoln Mercury
  - Oldsmobile
  - BMW
  - Lexus
- **Political advertisers:**
  - Federal, state & local
- **Medical:**
  - Upjohn drugs
  - Cataract Center
  - Cleveland Clinic
  - Beltone Hearing Aids
- **Attorneys:**
  - Levey & Gruhin
  - Billfield & Sandel
  - Shane Shane & Henderson
- **Prescription Drugs:**
  - Walgreens
  - Revco
  - Medic Discount Drugs



# CHANNEL 19 TEN YEARS AFTER



FROM "ANIMAL HOUSE" TO THE HOME OF CBS  
19 MAKES NEWS IN '95

PRODUCED IN COOPERATION WITH 19 WOIO  
SUPPLEMENT TO CLEVELAND MAGAZINE

Michigan J. Frog  
And

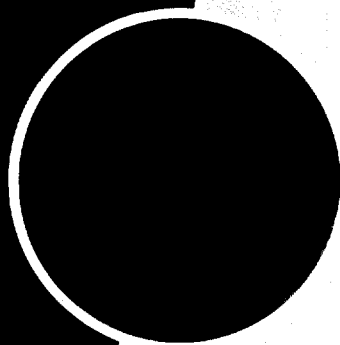
THE

TELEVISION  
NETWORK

CONGRATULATES

WOIO

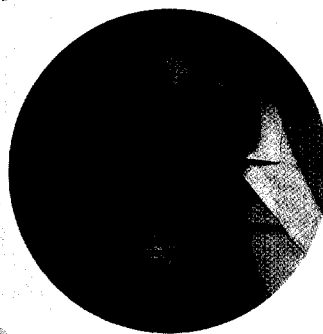
On Ten Years Of Success



▲  
THE  
WAYANS  
BROS.



THE  
PARENT  
'HOOD  
▼



▲  
UNHAPPILY  
EVER  
AFTER

MUSCLE  
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# THE LITTLE STATION THAT COULD

From its network change to its new newscast,

19 WOIO's aggressive marketing tactics have made the station

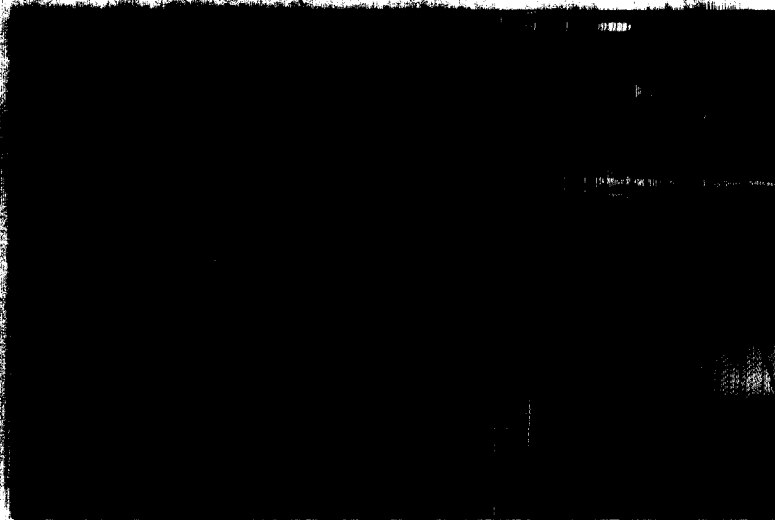
what it's always strived to become — a major player in Northeast Ohio's television market.

BY JOHN SOEDER

**D**avid Letterman is on Channel 19 at 11:30 p.m. As far as the average couch potato in these parts is concerned, that may be the upshot of the sea of changes that recently rocked the television broadcasting industry in general and the Northeast Ohio viewing area in particular. But in terms of the big picture, 1994 didn't just leave channels in choppy waters. It forever changed the face of TV.

"I can't think of anything in our business that was more significant," says Tony Maltz, president of CBS affiliate relations. "The events of last year compare to the development of color and things like that. What happened was a complete realignment that has changed the viewing habits of 30 million people."

At the heart of the upheaval on the local level was 19 WOIO, the new CBS affiliate in Cleveland. Last year, the station also changed into a joint operating agreement with WUAB Channel 43. All told, the past 12 months — indeed, the past 10 years — have been quite a ride at 19 WOIO.



Denise Dufala and Emmett Miller await their cue on the set of "19 News."

posters bearing the familiar faces of CBS' prime-time stars, including Candice Bergen ("Murphy Brown"), Angela Lansbury ("Murder, She Wrote") and Rob Morrow and Janine Turner ("Northern Exposure").

Let's rewind, shall we? May 23, 1994: Fox and New World Communications Group announce a deal that calls for a dozen stations across the country to switch network affiliations. In Cleveland, WJW TV-8 jumps ship from CBS to Fox. Within six weeks, 19 WOIO is named Cleveland's new CBS affiliate.

Fast forward to Sept. 3, 1994. 19 WOIO is officially welcomed into the CBS fold with a live broadcast from Burke Lakefront Airport on "CBS This Morning." Five months later, the station enters the local news business full throttle with its premiere of "19 News."

This might be a good place to hit the pause button. Milton Maltz — founder, chairman of the board and CEO of Maltz Communications Group, 19 WOIO's Cleveland-based parent company — sits in a conference room in the station's new downtown headquarters at Reserve Square. The walls are lined with

"CBS is an outstanding network," Maltz says. "You can't beat their impact in terms of what they've done for television and the news business, beginning way back with Edward R. Murrow. ... During the Battle of Britain, he would open the windows in the newsroom and you would hear the sounds of war while he was broadcasting from London. It brought reality programming into the home for the first time. That was CBS — and it's still a very powerful force."

In WOIO, the network has found a powerful new ally. The station is no stranger to the ups and downs of the television industry.

"Among the new breed of television stations — and hundreds of them went on the air in the '80s — if you had to pick one station that reflects everything that's happened in this business, it would be WOIO," says Dennis Thatch-

er, the station's general manager. "We've literally experienced every change."

**B**roadcasting from Shaker Heights, WOIO signed on the air on May 19, 1985, with an 8 a.m. episode of the 1970s hit "Happy Days." Later that night, the station made the unprecedented move of airing the film, "Animal House," uncut and uncensored. From the start, the independent station tailored its programming, as well as its promotions, to a younger viewing audience.

For kids, there were cartoons and the "19 Kids Club." For nostalgic baby boomers, old favorites like "I Love Lucy," "The Dick Van Dyke Show" and "The Mary Tyler Moore Show" pushed all the right buttons.

"We knew that in order to be successful, we had to break through that glass wall," says Thatcher, motioning toward a TV monitor on the news set. Thatcher has been at 19 WOIO since day one and now also oversees WUAB Channel 43.

"We wanted to make television a two-way medium," he explains, "to have a [connection] between the station and our viewers. We wanted to make it interactive and fun. From the first month, we had contest lines and on-air giveaways — 'Be the 19th caller and win a pair of tickets to Sea World' or whatever."

It wasn't long before the station's scrappy spirit started turning heads, including those of the maverick entertainment executives who were getting ready to launch the Fox Broadcasting Co., Rupert Murdoch's fledgling "fourth network." A year after 19 WOIO went on the air, Thatcher and a small contingent of staffers were invited to Chicago for a meeting with Fox head honchos

Barry Diller and Jamie Kellner.

"As their presentation began to unfold, I thought it was written in the stars," recalls Thatcher, who met Murdoch later at a reception. "Their marketing philosophy was exactly the same as ours. They were going after exactly the

same audience, the young audience that was not serviced by one of the three existing major networks."

On Oct. 9, 1986, WOIO made its debut as one of Fox's freshman class of affiliates with the premiere of the short-lived "The Late Show," starring Joan Rivers. The show got off to a shaky start: Rivers was canned after a mere six months.

Fox's Sunday night lineup — unveiled on Channel 19 the follow-

ing April — fared significantly better. It yielded a runaway smash in "Married ... With Children," which went on to become the longest-running sitcom on commercial TV, as well as "The Tracey Ullman Show." The latter may be best remembered for featuring a series of animated shorts starring "The Simpsons," a yellow-skinned, hilariously dysfunctional family that landed its own hit series in 1990.

"The Simpsons" took Bill Cosby off the air," Thatcher contends. "Hats off to Barry Diller. He called it. He knew that if we gave viewers a radical enough alternative to 'Cosby,' they'd watch it.

'Cosby' was wholesome, warm and full of family values. 'The Simpsons' was anything but."

Other successful shows followed, including "In Living Color," "21 Jump Street" and producer Darren Star's hyper-hip soap operas for the Generation X set: "Beverly Hills, 90210" and "Melrose Place." To help promote these shows (and 19 WOIO) locally, the sta-

tion regularly brought the stars of these series to Cleveland and booked them on local radio programs and talk shows on their competition: Cleveland's *other* television stations.

"We got away with it because they didn't really see us as a threat," says Judy Hackett, 19 WOIO's marketing manager. "It was guerrilla marketing."

The station also made inroads in terms of local sports programming when it began broadcasting the NBA's Cleveland Cavaliers games in November 1988. A year later, the station aired its first regular-season NFL game — the Browns vs. the Houston Oilers — and unveiled "Browns Insider," a weekly highlights show. Even more pro football found its way onto Channel 19's airwaves when WOIO acquired the rights to Browns preseason games in 1990 and launched "The Bill Belichick Show" in 1991.

Two years later, Fox scored a major coup by snagging the rights to broadcast NFL games from CBS. Few suspected it at the time, but the so-called "fourth network" would soon strike again.

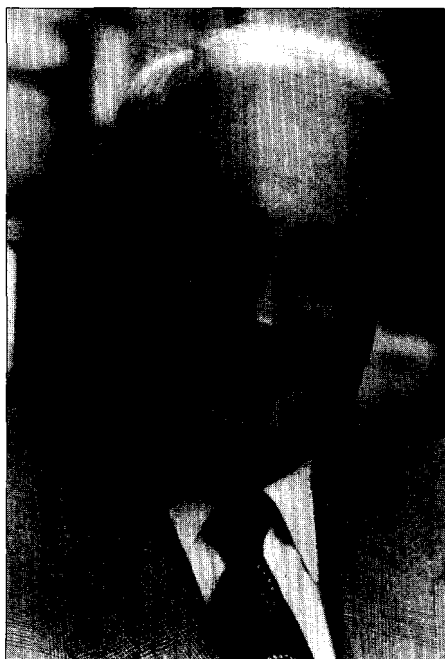
**I**t was an offer Ronald Perelman, financier behind New World Communications Group, couldn't refuse. Fox chairman Rupert Murdoch would invest \$500 million in New World, which owns television stations and produces programming. In return, 12 New World stations would become Fox affiliates for the next decade.

The deal took just about everyone by surprise, including Milton Maltz.

"It came as a total shock," he says. "I was disappointed. I know Rupert Murdoch quite well, though. I understand how he operates and I admire him for what he's accomplished."

After the alliance between Fox and New World was announced last May, Maltz wasted no time putting in a call to Tony Malara, the CBS executive in charge of affiliate relations. A few weeks later, Maltz, Dennis Thatcher and other 19 WOIO executives flew to New York City for a meeting with the top brass at CBS, including Malara; CBS Inc. board chairman, president and C.E.O. Laurence A. Tisch; and Peter A. Lund, president of CBS/Broadcast Group.

As part of its aggressive yet typically fun-loving pitch to woo CBS, the 19 WOIO delegation showed a video that — through the magic of editing — depicted Thatcher behind David Letterman's

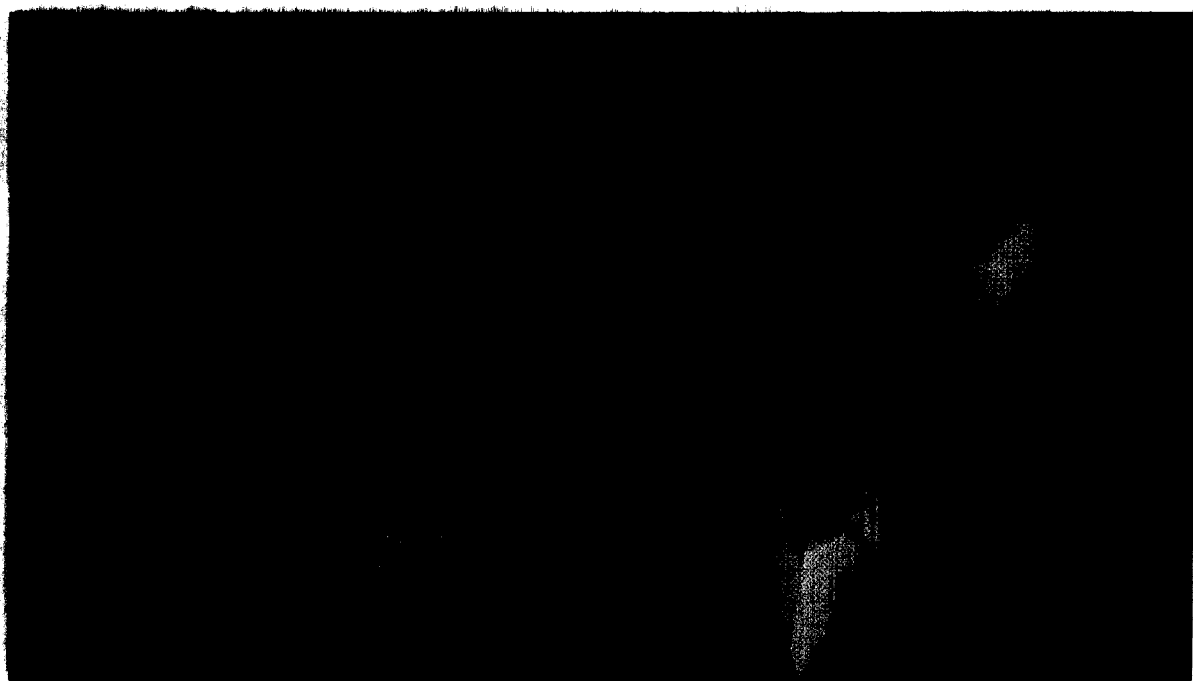


**"CBS IS AN  
OUTSTANDING  
NETWORK. YOU  
CAN'T BEAT THEIR  
IMPACT IN TERMS  
OF WHAT THEY'VE  
DONE FOR TELEVISION  
AND THE NEWS  
BUSINESS."**

**MILTON MALTZ  
FOUNDER,  
CHAIRMAN OF THE BOARD  
AND CEO  
19 WOIO**

**Q.** How do you build a news broadcast that works?

**A.** Look over the right shoulders!



**W**hen we teamed up with WOIO last September, no news wasn't good news. Our new Cleveland affiliate—first to make the big switch of '94—needed to establish a news presence and fast.

Within six months, they launched 19 NEWS at 6 and 11 which, along with the CBS EVENING NEWS, gave CBS News a great new home base and Cleveland an exemplary weekday evening news hour.

We couldn't be prouder—of Denise Dufala, Emmett Miller and all the folks at WOIO. Thanks. Cleveland never felt more like home!



**CBS**

desk delivering the Top 10 reasons CBS should choose WOIO as its new home in Cleveland. Following the presentation, the station mailed CBS executives T-shirts that read: *Welcome to Cleveland, where the weak are eaten.*

"I thought, These are the kind of people we want to be in business with," Malara recalls. "We were just blown away by their enthusiasm, energy and aggressive marketing. From the very beginning, it was obvious that WOIO is a focused operation. There's a vision and a lot of pride there. When you combine their background with a younger audience with what we can offer in terms of news and a solid household base, we think WOIO will do fine."

A formal announcement from CBS on July 7, 1994, made it official: 19 WOIO would be the network's affiliate in Cleveland. Given WOIO's impressive track record, it seemed a natural choice.

"Frankly, I believe we were selected because we have a good reputation within the industry," Maltz says. "I think another determining factor was the fact that we're not financed by Wall Street. This is an entrepreneurial, private company. ... We care about our station and we care about our community."

Long before it cast its lot with CBS, WOIO had a joint operating agreement with WUAB Channel 43 in the works. Disclosed last June, the deal calls for WOIO to oversee all programming, marketing and sales for Channel 43, which is owned by Cannell Communications. The paring has allowed the two stations to swap programs and combine their news operations under the aegis of Cleveland Television News.

"The agreement lets us program both immediately," Thatcher

explains. "We're programming WUAB to be a classic independent television station with kids' programming, situation comedies and sports. WOIO, of course, has the strong CBS lineup.

Hooking up with all the reporters, videographers, editors and producers who put together the 'Ten O'Clock News' for WUAB also gave us a running start when WOIO got into the news business."

Last Labor Day, Milton Maltz — glued to his television — awaited 19 WOIO's switch from Fox to CBS. He admits he was a tad nervous at the time.

"You have to remember that this

was a tremendous technical feat that involved switching wires and satellite feed," he says. "God didn't mean [for] pictures to fly through the air very easily."

Nonetheless, the transition went off without a hitch. The station's next priority was setting up local newscasts at 6 p.m. (preceding "The CBS Evening News with Dan Rather and Connie Chung") and 11 p.m. Getting the news operation up and running within the short span of five months was nothing short of a monumental task, but WOIO pulled it off.

The push to get "19 News" on the air got a big boost last September when the station hired WJW TV-8 anchor Denise Dufala to head up their news. Her familiar face all but guaranteed that viewers would feel at home.

"Denise embodies so much of what is good about Cleveland," says Thatcher, "not only in her journalistic ability and on-air talent as an anchor, but also in the way she volunteers so much of her own time to different organizations. She's part of this community."

"19 News" made its debut Feb. 5. Designed to avoid the monotony of talk-

ing heads running down the day's events, the innovative newscast allows Dufala and her co-anchor, Emmett Miller, to move freely about the newsroom and rub elbows — literally — with reporters.

"We're trying to convey the immediacy of the news with our presentation," says Greg Caputo, news director for 19 WOIO and WUAB 43. "We want to engage our viewers' intellects as well as their attention. We have information worth communicating, and we're going to do it in a way that's exciting and interesting."

Both "19 News" and Channel 43's "Ten O'Clock News" originate from a state-of-the-art studio — the centerpiece of the downtown digs at Reserve Square that 19 WOIO and WUAB have occupied since March. The two stations share office space at the facility, which also features a smaller, glass-enclosed studio looking out on East 12th Street.

Between them, WOIO and WUAB have ambitious plans for the future. Channel 43 has already hooked up with the new United-Paramount and Warner Bros. networks. This fall, the station will add "Seinfeld" and "Home Improvement" to its syndicated lineup.

As for 19 WOIO, it shows no signs of slowing down as it enters its second decade of operation. The programming powers that be are particularly excited about several CBS shows set to air later this year, including a new series starring Mary Tyler Moore ("New York News") and yet another drama dreamed up by Darren Star ("Central Park West"). The network has also signed a development deal with producer Steven Bochco of "NYPD Blue" and "L.A. Law" fame.

"I believe that over time the switch to CBS will prove to be a stunning victory for WOIO," Maltz predicts. "Our ratings as a CBS affiliate are better by far than they were with Fox. Channel 19 has a bigger viewing audience today than ever before. Are we completely satisfied? No way. We still have a lot of growing to do. But that's the fun part of this business."

Thatcher concurs. "Since the very first WOIO staff meeting back in 1985," he says, "I've told the staff time and time again that we could be the No. 1 station in Cleveland if we worked harder and tried harder than anybody else. Not the No. 1 independent station, not the No. 1 UHF station — the No. 1 station in Cleveland. Period. I've always believed that." ■

**"IF YOU HAD  
TO PICK ONE  
STATION THAT  
REFLECTS EVERYTHING  
THAT'S HAPPENED  
IN THIS BUSINESS,  
IT WOULD BE  
WOIO."**

**DENNIS THATCHER  
GENERAL MANAGER  
19 WOIO**



# CONGRATULATIONS WOIO ON TEN VERY ENTERTAINING YEARS!

At a time when the radio industry is  
struggling to survive, WOIO has been  
able to maintain its position as a  
leading station in the Cleveland area.  
This is due to the excellent programming  
and the high caliber of the staff.  
The station has been a great success  
story and a model for other stations.  
We are proud to be a part of it.



WESTERN ELECTRIC  
CINCINNATI, OHIO